

## ABSTRACT

A print control device (employed for printing a character string including characters and/or symbols on a plurality of labels arranged on a long tape-like print medium along the 5 length of the print medium) comprises: character string storage means for storing a character string to be printed; separating point detecting means for detecting one or more separating points in the character string stored in the character string storage means based on a separation condition as a particular character string arrangement condition; and character string separating means for letting character strings, obtained by separating the character 10 string stored in the character string storage means at the separating points detected by the separating point detecting means, be separately printed on different labels on the print medium.